

CASE STUDY

Physician Connect Helps XOMA Reach Dermatologists for Acne Survey

Company

XOMA Corporation, Berkeley, Calif.

Industry

Biotechnology

Challenge

XOMA is a biotechnology company that specializes in the discovery and development of monoclonal antibody-based therapies. In early 2013, XOMA's Senior Director of Commercial Development Erik Emerson needed to conduct some preliminary research for an acne indication. Emerson needed to reach a sample audience of dermatologists to survey on their treatment of moderate to severe acne.

Solution

Emerson teamed with Physician Connect sales representative Angela Masich in February 2013 to select and email a group of U.S. dermatologists a brief survey on the treatment of moderate to severe acne. Physician Connect was able to identify 5,300 dermatologists from the OneKey healthcare database for the eight-question survey, which was emailed to them in April 2013. Emerson also worked with Market Research Director Dave Bauer to finalize the questionnaire to ensure the questions were asked in an unbiased manner and to maximize the accuracy and value of the data received.

Results

The survey deployed by Physician Connect generated 100 responses almost immediately, which was exactly what Emerson needed for his research. "The Physician Connect service was a very affordable and effective route for me to get quick feedback for this study," said Emerson.

"The robust physician database provided me with quick access to my dermatologist audience with speedy output. I was impressed with the turnaround time. My Account Manager Angela Masich and Market Research Analyst Dave Bauer were patient, responsive and great to work with. Physician Connect has a good business model—simple process and quick results for a relatively inexpensive price," Emerson continued.

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Erik Emerson, Senior Director of Commercial Development

XOMA Corporation